

Message Text

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DEPARTMENT PASS USIA AND AGRICULTURE FOR MINYARD, BERNITZ

E.O. 11652: N/A

TAGS: EAGR, GW

SUBJECT: SECOND ANNUAL U.S. FOOD SALES EXHIBIT - MAINZ/
STUTTGART

1. THE SOLO U.S. FOOD SALES EXHIBITS SERIES, WHICH BEGAN IN GERMANY IN JUNE 1974 AT DUESSELDORF, WAS CONTINUED AT MAINZ ON 24 AND 25 FEB. AND AT STUTTGART ON 27 AND 28 FEBRUARY 1975. TWENTY-TWO IMPORTERS, AGENTS, AND PROCESSORS OF U.S. AGRICULTURAL FOOD PRODUCTS DREW OVER 700 TRADE-ONLY VISITORS FROM THE MOST IMPORTANT FOOD MANUFACTURING/PROCESSING FIRMS, HOTELS, RESTAURANTS, HOSPITALS, AND INSTITUTIONAL AND INDUSTRIAL KITCHENS, AS WELL AS THE MOST IMPORTANT RETAIL/WHOLESALE ORGANIZATIONS IN BOTH MARKETING REGIONS.

2. THIS ACTIVITY IS A SALES PROMOTION DEVICE DESIGNED AS A SERVICE TO IMPORTERS OF U.S. AGRICULTURAL PRODUCTS. THE OBJECTIVE IS TO ACTIVELY PROMOTE AND TO INCREASE SALES OF U.S. PRODUCTS ALREADY ON THE GERMAN MARKET. THIS IS DONE BY BRINGING A GROUP OF SELLERS TO WITHIN COMFORTABLE TRAVELING DISTANCE OF LOCAL/REGIONAL END-USERS AND PURVEYORS. CAREFUL AND IN-DEPTH ANALYSIS OF THE AFFECTED MARKETING AREA IS NECESSARY SINCE ATTENDANCE AT THE EXHIBIT IS TRADE-ONLY INVITATION-ONLY.

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3. THE EXHIBITORS AT MAINZ AND STUTTGART WERE EVEN MORE

ENTHUSED ABOUT THE RESULTS OF THEIR PARTICIPATION THAN AT DUESSELDORF. THE HIGH QUALITY AND LEVEL OF TRADE VISITORS ATTENDING THE EXHIBIT AFFORDED PARTICIPANTS AN OPPORTUNITY TO MEET WITH DECISION MAKERS WHICH, BY THEIR OWN ADMISSION, THEY WOULD HAVE LITTLE OR NO CHANCE OF SEEING BY QUOTE KNOCKING ON DOORS UNQUOTE. AGAIN, EXHIBITORS WERE HIGHLY COMPLIMENTARY OF THE ORGANIZATION AND EXECUTION OF THE EXHIBIT, AND ALL VOLUNTEERED THAT IT WAS A VALUABLE SERVICE IN WHICH THEY PLANNED TO PARTICIPATE IN FUTURE YEARS.

4. FUTURE PLANS INCLUDE AN ADDITIONAL TWO EXHIBITS FOR FEB/MAR 1976. TENTATIVE SITES: MUNICH, HANNOVER.

5. THE EXHIBIT WAS SPONSORED BY THE FOREIGN AGRICULTURAL SERVICE OF THE UNITED STATES DEPARTMENT OF AGRICULTURE. THE OFFICE OF THE AGRICULTURAL ATTACHE/BONN RESEARCHED, PLANNED, ORGANIZED, AND EXECUTED THE PROJECT.

6. USIS/BONN ASSISTED FAS/BONN IN THE EXECUTION PHASE AND CONTRIBUTED GENEROUSLY OF TIME, PERSONNEL, AND EQUIPMENT FOR GRAPHICS, DESIGN, CONSTRUCTION, PRINTING, PHOTOGRAPHY, AND OTHER SERVICES. THIS IS THE SECOND OUTSTANDING COMMERCIAL ENDEAVOR OF THIS TYPE IN WHICH FAS HAS BEEN RENDERED ASSISTANCE BY USIS. BOTH AGENCIES LOOK FORWARD TO CONTINUED GOOD COOPERATION IN TRADE PROMOTION EFFORTS IN THE FUTURE.
HILLENBRAND

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